

**General Introduction**

**BELGRAD Meeting**

**2011 3-4 February**

1



**FOCUS**  
FOOD CONSUMER SCIENCE IN THE BALKANS



# Welcome

Many thanks to the team of Zaklina Stojanovic, from the University of Belgrad for the organisation

Congratulations to those of us for all the work they have provided since the last meeting in Belgrade



# 1. WORKPACKAGES

3



**FOCUS**  
FOOD CONSUMER SCIENCE IN THE BALKANS



# Where we are in the project ?

WP1 100%

WP2 100%

WP5 100 %

WP6 100%

WP7: 70%

WP8: 40 to 50%

WP9 80-90%



## WP3 : Network building

14 networking meetings were already organized  
270 participants

Website is available in English

Sections are available in Bosnian, Croatian,  
Macedonian, Montenegrin, Serbian and  
Slovenian languages



# WP4 Methodology

Done for all workpackages



# WP5 Consumer study implementation for fruits and nutrition balance

Done

On-going publication initiated by Siet  
List of authors has to be discussed

7



**FOCUS**  
FOOD CONSUMER SCIENCE IN THE BALKANS



# WP6 Consumer study implementation for products with health claims

Done

Publication of papers is an issue





# WP7: Consumers expectations towards organic products

Marketing assessment of the organic supply chain

National reviews: done

Identification of the experts

First round of Delphi: done

To be done:

2<sup>nd</sup> and 3<sup>rd</sup> rounds of Delphi

Final report



# WP8 Consumer's attitudes, expectations and behaviours towards traditional food

Focus group : done in each country

Synthesis of the focus groups results: done

Conjoint analysis: will be presented and discussed during the meeting



# WP9 Consumer quantitative survey

Survey is done

Final data presentation

Data processing by country ?

Publication is an issue



# WP10 Trainings

6 trainings

Organising next trainings with other sources of funding?

12



**FOCUS**  
FOOD CONSUMER SCIENCE IN THE BALKANS



## WP11 Dissemination of the results

Leaflet is available

Newsletter: 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> have been sent

We will have 2 more (April 2011, Oct 2011)

Open seminars and meetings

1<sup>st</sup> was a success

Discussion about the organisation of the 2<sup>nd</sup> Open Seminar in the afternoon

Publications

Will be discussed on Friday morning

13



**FOCUS**  
FOOD CONSUMER SCIENCE IN THE BALKANS



# OBJECTIVES OF THE MEETING

14



**FOCUS**  
FOOD CONSUMER SCIENCE IN THE BALKANS



- Discussions about the intermediary results for WP8
- Next steps for each partner for WP7
- Quantitative survey final results and options for additional data processing in WP9
- Decision for last meeting
- Discussion and decisions about 2<sup>nd</sup> open seminar
- Decisions for future networking meetings
- Enjoying !

